



**PLASTIC** *wall tile* **BY CHURCH**

*For bathroom and kitchen beauty*



# Colorful



## STYLE-RIGHT SIZES AND COLORS

There are actually fifteen vibrant, charming colors from which to choose, newly developed and exclusive with Church — all of them are illustrated on these pages. With them you can make up countless color harmony schemes. Think what that means in these days when individuality in home interiors is more and more desirable . . . when pride in one's home is such an important part of home life. Church Wall Tile comes in deep, rich colors like burgundy . . . light, popular pastels like coral . . . and special pastel colortones that have a wispy ingrained effect you'll love.



Church Plastic Wall Tile is available in the popular standard  $4\frac{1}{4}'' \times 4\frac{1}{4}''$  size. For decorative and finishing purposes, feature strips measuring  $\frac{5}{8}'' \times 4\frac{1}{4}''$  and capping strips or molding measuring  $2\frac{1}{8}'' \times 4\frac{1}{4}''$  are also available and give you an excellent opportunity to vary your wall treatments, from room to room.

Larger size tiles are an important innovation aimed to give your walls even greater beauty and richness. These tiles measure  $8\frac{1}{2}'' \times 8\frac{1}{2}''$  and  $8\frac{1}{2}'' \times 12\frac{3}{4}''$ . They're equally easy to install . . . but best of all they often make a small room appear larger. With them you can achieve colorful one-wall effects that make a kitchen or bathroom so very spacious. That's why Church gives you larger tiles, too!



# FOR WALLS OF SHINING BEAUTY, PERMANENCE, CLEANLINESS

The beauty and richness of tiled walls in your bathroom and kitchen can now be yours . . . but without the high cost . . . with Church Plastic Wall Tile.

The first thing you notice about Church Wall Tile is its deep sparkling color . . . possible because the color is molded right through the tile, eliminating the "sameness" you get in other tiles where the color is only on the surface. In Church Wall Tile the color is the tile.



## HANDY KEY TO COLOR CO-ORDINATION

### Church 4 1/4" x 4 1/4" Plastic Tile

| Overall Colors |              | Marble Colortones         |
|----------------|--------------|---------------------------|
| N-17           | Black        | E-71 Black & White        |
| N-27           | White        | E-74 Blue Pastel & White  |
| N-37           | Beige        | E-75 Green Pastel & White |
| N-47           | Blue Pastel  | E-76 Coral & White        |
| N-57           | Green Pastel | E-78 Grey & White         |
| N-67           | Coral        |                           |
| N-77           | Burgundy     |                           |
| N-87           | Grey         |                           |
| N-97           | Ivory        |                           |
| N-107          | Yellow       |                           |

**Larger Church Plastic Wall Tiles**, measuring 8 1/2" x 8 1/2" and 8 1/2" x 12 3/4", are furnished only in the ten plain colors listed above as series "N".

**Cap Strips**, 2 1/8" x 4 1/4", are available in the following plain colors only: black, white, ivory, burgundy.

**Feature Strips**, 5/8" x 4 1/4", are available in the following plain colors only: black, white, ivory, burgundy, coral, grey.

# Here's where you'll want CHURCH PLASTIC Wall

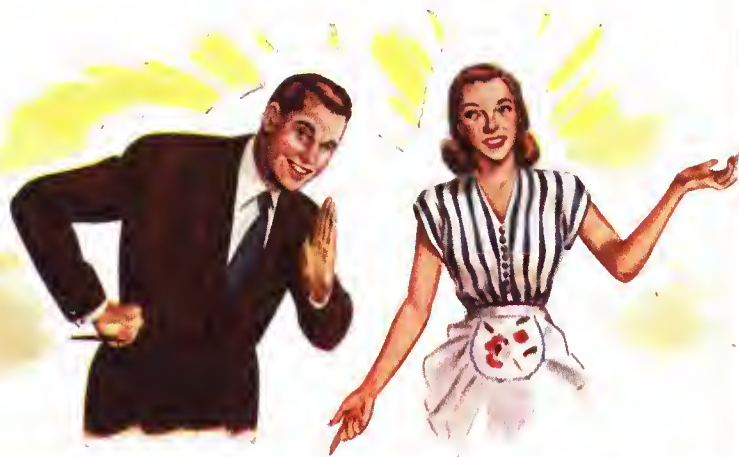
Yes, kitchens and bathrooms look really dressed-up with Church Plastic Wall Tile. You'll be amazed at the transformation you can make with this single addition — as dull, drab walls spring to life in gaiety and color. You're your own decorator now — with fifteen colors to use as you wish . . . to highlight your walls, to make them part of your living.

Other rooms — dinette, recreation room, nursery — will take on a beauty that's refreshingly different, when walls are covered with cheery Church Wall Tile. A prideful thrill will tingle your spine every time you show your friends your just-like-new home.

## LET'S LINGER HERE

Preparing meals is a pleasure in a setting like this — with pastel blue walls to make your kitchen seem delightfully cool and cheering. Ever hear of color conditioning? Well, that's a big word for the effect colors have on your moods, on your digestion, on your happiness. Church Wall Tile colors outmode moods, make every moment a bright one — particularly in that breakfast nook with its practical but smart color scheme. (Style note: the large tiles illustrated in the kitchen are destined for popularity — they're so smart!)

*NOW WE'VE DONE SUCH  
A SWELL JOB IN THE KITCHEN  
LET'S DO THE REST OF THE HOUSE*





# tile in your home



## BATHROOM, JR.

Your extra lavatory doesn't deserve being treated as a step-child! Use Church Wall Tile to give it extra charm, extra beauty—at a cost much lower than you might expect. Then you'll know your lavatory is one of the most important "extras" in your home.



## THIS IS FOR YOU!

Without a doubt your bathroom will be a dream with the splendid color effects you get with Church Wall Tile. See how spacious your bathroom appears with these larger-size tiles. Whether your bathroom would do justice to a Hollywood setting or is a more modest, typical American bathroom, you'll find Church Wall Tile practical, low in cost, *beautiful*.



*I COULDN'T DREAM OF A NICER HOME — NOW THAT WE HAVE BEAUTIFUL, MODERN CHURCH WALL TILE ON OUR WALLS*



## PRACTICAL IDEA NO. 1

If yours is an older home, it may have a pantry. If you're planning a new home, it too may have a pantry! That's because the pantry's usefulness has been rediscovered. Use Church Wall Tile for pantry walls—because bright, clean walls are important wherever there's food.



## THE LAUNDRY COMES OF AGE

Nowadays the laundry's come into its own—conveniently out of the basement and into the home. Largest size Church Wall Tiles are really *right*, here, where they compliment the beauty of your laundry equipment. They stand up under repeated wettings, too.



# FACTS YOU'LL WANT TO KNOW ABOUT

Church Plastic Wall Tile is a de luxe wall decoration made up of individual tiles of radiant, lasting color. They're designed so that *you can apply them yourself*, if you wish, easily and quickly. They're modern, practical, clean, sanitary — and oh, so smart! Friends will get an envious gleam in their eyes — and you'll be proud to have them copy your dream-rooms, because you know there are so many Church Wall Tile colors and sizes that your every room has an individuality all its own.



## *A note about the makers of Church Wall Tile*



The C. F. Church Manufacturing Co. has been identified as a leader in the bathroom fixture field for nearly 50 years. Its business is custom molding — which means that it is an experienced, successful producer of quality molded products. No doubt you have heard of famous Church toilet seats, the best known in America. The same quality you find in your Church Seat goes into the making of Church Plastic Wall Tile.

CHURCH PLASTIC

Wall tile

It's a relief to find a building product that costs you little to buy, little to install — yet gives you lasting beauty and utility. That's CHURCH Plastic Wall Tile for you — economical, practical.

Read these eight facts for *proof* that Church Plastic Wall Tile is the best you can install.

*Fact 1 . . .* Choice of 15 beautiful lasting colors, three practical sizes affords distinctive decorative possibilities, limited only by your artistic ingenuity.

*Fact 2 . . .* Crack-Proof. "Gives" under normal blow because it's resilient, not brittle.

*Fact 3 . . .* Chip-Proof. Solid molded materials have no coating to separate.

*Fact 4 . . .* Warp-Proof. You can use Church Plastic Wall Tile almost any place without fear of warping under normal heat and cold. Impervious to moisture or dryness, Church Plastic Wall Tile won't rust because it's solid all the way through.

*Fact 5 . . .* Light in weight; a square foot weighs about one-half pound — tiles of other materials weigh from three to eighteen pounds per square foot! Practically any wall will support Church Plastic Wall Tile without previous strengthening or bracing.

*Fact 6 . . .* Mirror-smooth surface is sanitary, easy-to-clean, unaffected by common alkalis or acids. It retains its luster in normal usage.

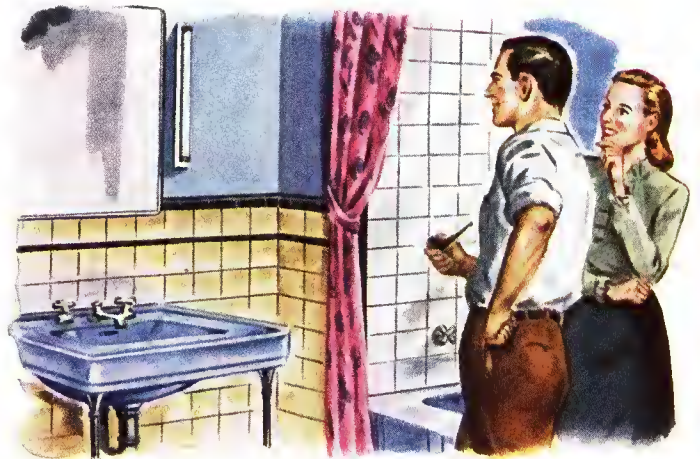
*Fact 7 . . .* Note the roughened back of a Church Plastic Wall Tile. There's a reason for it — provides a better bond between tile and mastic than is possible with smooth-back tiles.

*Fact 8 . . .* Church Plastic Wall Tiles are molded from a strong, lightweight, moisture-resistant *thermoplastic* that comes in many beautiful and permanent colors.

Every feature of Church Plastic Wall Tile contributes to the beauty and utility of your finished job — makes Church Wall Tile a better value for you in all ways. And that's why Church Plastic Wall Tile is a *de luxe* surface tile.



*Look for the Church Trade-Mark on every wall tile you buy — it is an identifying hallmark of excellence.*





# INSTRUCTIONS FOR INSTALLING CHURCH PLASTIC

# Wall tile

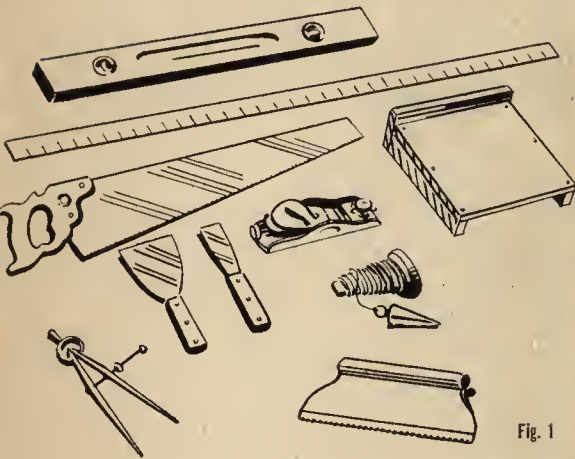


Fig. 1



Fig. 2

## GENERAL INFORMATION

This information is intended as a data sheet for architects, contractors, and authorized dealers; also to provide complete details for those who wish to install the tile themselves.

Installing Church Plastic Wall Tile is relatively simple, if you are at all accustomed to doing odd jobs around your home. *You can install it yourself.* You'll have a smart-looking job and will derive great satisfaction and pride from your results.

## THESE TOOLS WILL HELP YOU

In general, the only tools you'll need are a medium tooth saw for cutting the tiles, a small wood plane or file to smooth the cut edges, and a notched trowel or wide blade putty knife for spreading the adhesive. You'll find a spirit level handy for keeping your installation true and parallel. A pair of dividers and a yardstick will help you lay out the wall. A straightedge and pencil can take the place of a chalk line for drawing your top and bottom level line. (See Figure 1.)

## PLAN YOUR JOB

Before you begin, plan every detail, including color combinations, types of feature strips or border designs, height of wainscoting, and other features which contribute to the pleasing appearance of a well-installed job.

## I. WALLS

### A. Plaster

If a plastered wall has high or low spots, these can be located by moving a straightedge over the wall. (See Figure 2.) High spots must be lowered by chipping, sanding, or cutting with a rasp. Low spots should be built up with patching plaster. When a plaster wall is in extremely poor condition, or is not structurally solid, it is advisable to take off the plaster and replace it with plaster board solidly nailed. If necessary, wood furring strips can be used behind the plaster board to bring the face of the plaster board out to the original plaster line so that tiles will meet existing window and door casing at the proper point. Where walls are only slightly (not over  $\frac{1}{8}$ " ) out of line, the low spots can be smoothed with Church Adhesive, provided the adhesive is allowed to dry overnight before installing the tile. Fresh adhesive must, of course, be used to apply the tile to the smoothed surface.

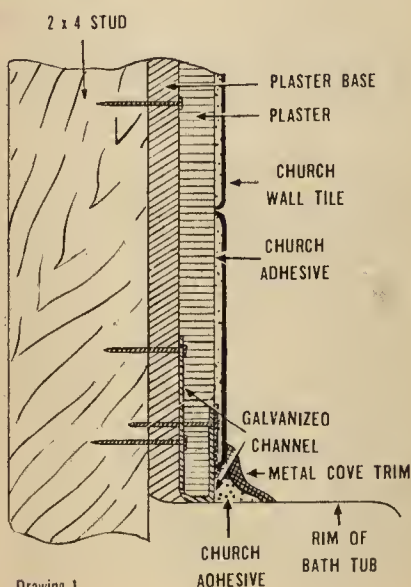
### B. Other Types of Walls

*Church Wall Tile can be installed upon any structurally solid, smooth, clean, dry surface.* To get a satisfactory installation, a surface must be straight, true, and level; it must be of such materials as will not appreciably change dimensions, shape, or contour with normal variations of temperature or humidity. *Perfectly smooth, structurally sound concrete, brick, or ceramic walls are satisfactory bases for tile.* Any joints between brick, tiles, or blocks must be filled flush with the face. Regular mortar may be used. *Allow filler to dry completely before installing tile.*

When a base is hollow tile, concrete blocks, or metal lath, it must receive a coat of plaster which should be floated and trowelled to a level finish. This plaster may be Portland cement or gypsum, *but must dry completely* before any tile is installed. If flat concrete blocks are laid with smooth, flush joints to form a flat, smooth wall, tile may be applied directly to the blocks without first plastering the wall.

### C. Preparation Around Bathtubs and Shower Baths

Church Plastic Wall Tile is resistant to water, soap, and other mild detergents which may come in contact with walls in the tub area. Church Adhesive is resistant also to these same things. Consequently, *a thoroughly satisfactory installation can be made when the sub-construction is solid and smooth and precaution is taken to prevent moisture or water from getting into the supporting plaster through the joints of the tile, at corners, or where the wainscot joins the edge of the tub or shower base.*



Drawing 1



When gypsum or composition plaster absorbs water, it expands. Such expansion eventually results in loosening of the plaster from its base. When this happens, a failure of the tile installation also results. Therefore, *it is imperative to seal the lower edge of the plaster where it joins the edge of the built-in tub to prevent water from entering in the event that the tub settles and causes an opening to develop at the tub line after the tile installation has been made.*

1. **NEW CONSTRUCTION:** Before the walls above the tub are plastered, a galvanized, U-shaped, metal channel  $1\frac{1}{2}$ " to 2" deep should be securely nailed, open edge up, to the lath or other plaster base along the edge of the tub. (See Drawing 1.) This channel should be  $\frac{3}{8}$ " to  $\frac{1}{2}$ " thick, depending upon the thickness of plaster to be applied. Thus the channel will form the "ground", or finishing line, for the lower edge of the plastered surface and will be completely filled with plaster when the wall is finished. Since the back, bottom edge, and the face of the plaster for a space of  $\frac{1}{2}$ " to 2" will be encased in metal, moisture cannot be absorbed, even if it does eventually seep through a joint at the tub edge. (Drawing 1 illustrates this construction.)

2. **ON REMODELLED INSTALLATIONS:** On remodelled installations, similar precautions against moisture can be taken by cutting the plaster away from the tub to a height of three inches. A galvanized metal U-shaped channel can then be nailed to the lath or other plaster base. (See Drawing 1.) The channel and the remaining opening are then filled with Portland cement, plaster level with the original wall face. (Alternate method — Fill in cut out section with a piece of Transite board or waterproof plywood properly fitted and nailed to the studs or base.)

Cove-shaped edging which provides a recess or channel for the tile to fit into should be installed on all sides of the tub that contact the tile wainscot. The space underneath this edging should be completely filled with Church Adhesive. (Drawing 1 illustrates this.)

#### D. Corners — Inside and Outside

Particular care should be taken to square and plumb each corner before the tile is installed. Corners may be made with the tile themselves. When making an inside corner, always cut the rounded edge from the tile fitted in the rear. (See Drawing 2A.) The exposed adjacent tile edge should be left as molded. *Be sure to use a whole tile on one side of an outside corner, butt tile to this overlap on the other side.* (See Drawing 2.)

Metal edging offers a better way to make outside corners. Metal not only provides a recess to receive the edge of the tile but also helps protect finished corners against damage. It also makes it easier to install the tile and keep corners straight. (See Drawing 3.) Metal edges may be used on inside corners. (See Drawing 3A.)

## II. LAYING OUT THE JOB

The first step in laying out the job is to *check the floor to see if it is level.* If it is not, find the lowest point of the floor along the line where the floor and wall meet. A simple way to do this is to establish a level line on the wall all the way around the room. Use a spirit level and straightedge or a carpenter's chalk line to do this. After the line has been snapped or drawn on the first wall, *be sure to use the end of the first line as the point from which to level the next line.* Properly done, this will give you a continuous level line all the way around the room. *Measure from this level line to the floor to find the lowest point of the floor.*

Once the lowest point on the floor has been found, *measure from that point to the height decided upon for the wainscot and make a pencil mark on the wall.* Using a level, or a level and a straightedge, draw a pencil line from this mark all the way around the room. (See Figure 3.)

If metal edging is to be used at the top of the wainscot, the line drawn to mark the top of the wainscot will serve as the guide for installing the edging. Otherwise, this line will serve as a guide for spreading adhesive.

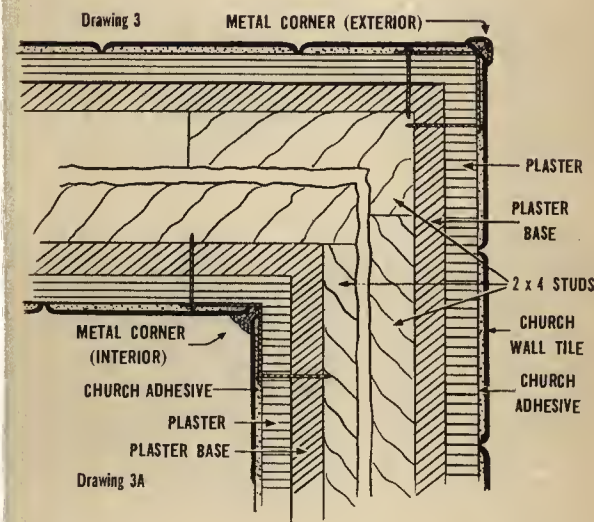
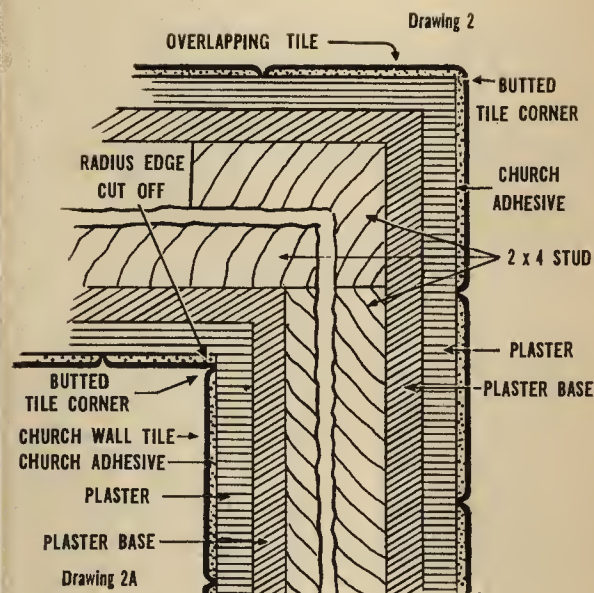


Fig. 3

Care should be taken not to spread adhesive above the height of the wainscot.

Unless it is necessary for the wainscot either to meet or to stay under a fixed line in the room, wainscot height should be a multiple of the size of one full tile. When choosing a height for a wainscot in a bathroom, do not establish a height that makes it necessary to use less than one half of a full tile where the tile meets the rim of the bathtub. If the tub is perfectly level, it is better, if possible, to set a wainscot height that will permit the use of full tiles above the tub.

### III. HOW TO INSTALL TILE

When tiling only the walls of a room, the applicator should start at the bottom on either side of a door. Measure down from the level wainscot line a distance equal to the total height of the tiles planned for the wainscot less one tile. Snap a chalk line around the room at this point. (See Figure 4.) This line will mark the bottom edge of the first row of tile to be installed. Except in rare cases where the floor is perfectly level, a full tile will fit below this line only at the lowest point of the floor. Elsewhere the tile will have to be cut to fit between the pencil line and the floor or baseboard.

When measuring down from the level wainscot line use a plumb line and draw a true vertical line, spacing the distance one full tile away from the door frame or corner. This will provide a true vertical line to follow when installing tile from the bottom to the top. (See Figure 4A.)

The bottom two rows of tile should be applied first, using the horizontal line as a guide, leaving the wall space bare one full tile away from the baseboard or floor. (See Figure 5.) After the two horizontal rows have been installed, apply two vertical rows of tile up along the vertical line, leaving the wall space bare one full tile away from the door frame or corner. (See Figure 5A.)

Now that the two rows of tile have been established, horizontally and vertically, the balance of the wall surface may be tiled quickly and easily. Finally, go back to that uncovered vertical and horizontal wall space and install the last single row of tiles, cutting them as needed.

#### A. Wall Fixtures

When tiling the wall upon which the plumbing pipes are located, the tile should be laid out so that a line of joints will be centered directly over the center of each pipe. When cut pieces of tile must be used at each end of the wall to finish out courses of tile, the tiling should be planned so that these cut pieces are about the same width on each side of the wall.

#### B. Accessories

Towel bars, soap holders, paper holders, pull bars, tooth brush holders, and any other accessories must be of a type which are inset into the wall itself or are fastened directly to the sub-construction. Under no circumstances should any accessory be fastened to the surface of the wall tile.

### IV. HOW TO CUT CHURCH WALL TILE

Straight cuts should be made with a medium tooth saw. (See Figure 6 for proper position of saw.) For circular cuts use a coarse blade coping saw. Never score or crack Church Wall Tile. If you prefer, your dealer can furnish you at a nominal rental with a plastic tile cutter, which eliminates the necessity of sawing, planing or filing and greatly speeds up your work.

### V. HOW TO APPLY ADHESIVE

Church Adhesive is relatively slow setting. Adhesive may be applied at one time to an area that may require as much as three hours to cover with tile. Best results are obtained when the adhesive-coated wall surface is allowed to set up for at least one hour before installing the tile.

Church Adhesive is spread with a notched trowel. The notches should be approximately  $\frac{1}{8}$ " deep and about the same distance apart. (See Figure 7.) The film of adhesive on the wall should be thick enough so that when the





tile is pressed firmly against the wall, the ridges of adhesive formed by the notched trowel flatten and the back of the tile completely fills. *Too much adhesive will keep the tile from being pressed firmly against the wall and allow it to "float" on the adhesive.* This is undesirable and makes it difficult to keep the tiled wall true and even.

#### A. Some Facts About Church Adhesive

Church Adhesive has been especially developed to provide best results for your Church Wall Tile installations. It is waterproof — resistant to wide temperature variations — retains its bond to the tile indefinitely — may be applied directly to a dry wall surface — does not require a primer — does not stain or bleed to adjoining surfaces — color lightens with age.

### VI. JOINTS

Installations may be made with the tiles butted close against each other or with a small separation between each tile, which fills with adhesive to form what is known as a grouted joint.

When making a butted joint, be careful to place each tile in its exact final position before pressing it into the adhesive. First place one edge of the tile in correct position, (See Figure 5B) and then gently press the center to be sure no air space remains behind the tile. *Do not slide it into place.*

When installing tiles with grouted joints, place each tile about 1/16" from its final position and slide it into place. This will push a slight amount of adhesive into the joint between the tile.

To grout the joints, use a wooden peg which has been shaped like a sharpened pencil to a round point approximately 3/32" in diameter. After the tile has been allowed to set four to six hours, "wipe" the joint with this point. *Excess cement will accumulate on the point and this should be removed as the work proceeds.*

### VII. CLEANING EXCESS CEMENT

A small quantity of cement will smear on the rounded edge of the tile as a result of the grouting operation. *Do not try to clean the joints as you go.* It is preferable to let the tiles set for four to six hours before cleaning them as there is less danger then of accidentally moving the tiles.

Excess cement may be removed by covering the smeared tile with Church Cleaner & Polish. Allow cleaner to remain on tiles five minutes or more and wipe off with clean soft cloth. This cleaner does not leave an oily film, and it cleans and polishes the tile. *Do not use abrasives, kerosene, gasoline, benzene, or any similar solvents as these may damage the face of the wall tile. Do not permit any grit to get on the cleaning cloth, for this will scratch the face of the tile. Change cloth frequently to avoid re-smearing cleaned tile.*

*Never allow adhesive smears to harden on tile.* It is difficult to remove completely hardened adhesive from the tile without damaging the face.

### VIII. A FEW FRIENDLY CAUTIONS

A few cautions are in order to assure your job of retaining its professional appearance.

Church Plastic Wall Tile *should not be installed on areas which are subjected to extreme changes in temperature.* Constant extreme expansion and contraction may eventually loosen the tile or cause warpage. Consequently, *hot air ducts, chimneys, registers, radiators, stoves, etc.,* should be shielded or insulated so that wall temperature never exceeds 140°F. Temperatures encountered in normal living conditions do not harm either Church Wall Tile or Adhesive.

Best results will be obtained if Church Wall Tile and Adhesive are installed at room temperature of not less than 70°F.

If you use sun-lamps, sterile lamps or heat lamps *keep the source of this direct and intense heat at least three feet from your tile.*



Fig. 6



Fig. 7

14327225-

*The Trade-Mark of Excellence*



**C. F. CHURCH MFG. COMPANY**

**Holyoke, Massachusetts**

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION



MS A 2135

Digitized by:



ASSOCIATION  
FOR  
PRESERVATION  
TECHNOLOGY,  
INTERNATIONAL

[www.apti.org](http://www.apti.org)

BUILDING  
TECHNOLOGY  
HERITAGE  
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Jablonski Building Conservation

[www.jbconservation.com](http://www.jbconservation.com)